

ORDER



Orders	Order / Rev:	704045
	Alt Order #:	06260422
	Product Desc:	KAINE FOR SENATE
	Estimate:	11519
	Flight Dates:	10/01/12 - 10/07/12
	Original Date / Rev:	08/02/12 / 08/02/12
	Order Type:	Political

WUSA

Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Media Strategies & Research/ POL
	Buying Contact:	
	Billing Contact:	
		11350 Randon Hills Road, Suite 670 Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Kaine,T/D/Sen/VA
	Demographic:	A35+
	Product Codes:	PL-US Senate
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	59	\$84,650.00	\$71,952.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$84,650.00	\$71,952.50	0.00
Totals	59	\$84,650.00	\$71,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	23%	\$84,650.00
Market	100%	\$368,043.48

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$3,680.43
WDCA	1%	\$3,680.43
WJLA	19%	\$69,928.26
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$128,815.22
WTTG	21%	\$77,289.13
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/02/12	10/04/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	-T-T---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-T-T---		2		\$450.00		0.00					
E 2	WUSA	10/01/12	10/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	MTWTF--		5		\$500.00		0.00					

Order / Rev: 704045
 Alt Order #: 06260422
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE
 Estimate: 11519

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	10/01/12	10/05/12	CBS This Morning CBS This Morning	CM	7-9a	M-W-F--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-W-F--		3			\$300.00			0.00			
E 4	WUSA	10/02/12	10/05/12	Price Is Right The Price is Right	CM	11a-12p	-T-TF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-TF--		3			\$375.00			0.00			
E 5	WUSA	10/01/12	10/03/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-W----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-W----		2			\$300.00			0.00			
E 6	WUSA	10/02/12	10/04/12	DT Daytime	CM	9A-3P (12:30 PM-3:00 PM)	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-T---		2			\$400.00			0.00			
E 7	WUSA	10/03/12	10/03/12	3-4p The Doctors	CM	3-4p	--W----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----		1			\$225.00			0.00			
E 8	WUSA	10/01/12	10/04/12	4-5p Dr. Phil	CM	4-5p	M-T---	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	M-T---		2			\$325.00			0.00			
E 9	WUSA	10/01/12	10/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	10	\$700.00	P-2	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--		10			\$700.00			0.00			
E 10	WUSA	10/01/12	10/05/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--		5			\$900.00			0.00			
E 11	WUSA	10/01/12	10/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--		5			\$800.00			0.00			
E 12	WUSA	10/06/12	10/06/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$350.00			0.00			
E 13	WUSA	10/06/12	10/06/12	CBS Evening News Sat CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$600.00			0.00			
E 14	WUSA	10/07/12	10/07/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$400.00			0.00			
E 15	WUSA	10/02/12	10/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	-T--F--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T--F--		2			\$800.00			0.00			
E 16	WUSA	10/02/12	10/02/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1			\$14,000.00			0.00			
E 17	WUSA	10/03/12	10/03/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE
 Estimate: 11519

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	10/03/12	10/03/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$10,000.00		0.00			
E 18	WUSA	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$3,000.00		0.00			
E 19	WUSA	10/06/12	10/06/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$1,200.00		0.00			
E 20	WUSA	10/07/12	10/07/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$12,000.00		0.00			
E 21	WUSA	10/01/12	10/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWTF--		5				\$2,500.00		0.00			
E 22	WUSA	10/06/12	10/06/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$2,500.00		0.00			
E 23	WUSA	10/07/12	10/07/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$2,500.00		0.00			
E 24	WUSA	10/01/12	10/05/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M--F--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M--F--		2				\$400.00		0.00			
Totals													59	\$84,650.00	